

5 2006 Under the Paperwork Reduction Act of 1995		U.S.	Patent and T	Approved rademark	for use Office;	through 07/31/2006. OMB 0651-0031 J.S. DEPARTMENT OF COMMERCE	
2 2011h Under the Paperwork Reduction Act of 1995	no persons	s are required to respond to a co Application Number	09/517,87		unless it	displays a valid OMB control number.	
TRANSMITTAL		Filing Date	 -	March 2, 2000			
		First Named Inventor	Porter				
1		Art Unit	2174				
(to be used for all assessment do not offer initial filling)		Examiner Name	Sax, Steve	Sax, Steven Paul			
(to be used for all correspondence after initial filing)		Attorney Docket Number	112076-138329				
Total Number of Pages in This Submission							
ENCLOSURES (Check all that apply) After Allowance Communication to TC							
Fee Transmittal Form Fee Attached Amendment/Reply After Final Affidavits/declaration(s) Extension of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s)		Prawing(s) Licensing-related Papers Petition Petition to Convert to a Provisional Application Power of Attorney, Revocation Change of Correspondence Terminal Disclaimer Request for Refund CD, Number of CD(s) Landscape Table on Closs	Address	Retur	Appea of App Appea (Appea Propri Status Other below	al Communication to Board leals and Interferences al Communication to TC al Notice, Brief, Reply Brief) letary Information Letter Enclosure(s) (please Identify	
Reply to Missing Parts/ Incomplete Application Reply to Missing Parts under 37 CFR 1.52 or 1.53	TURE O	F APPLICANT, ATTO	RNEY, C	OR AGE	NT		
Firm Name Schwabe, Watt, RC.							
Signature							
Printed name Robert C. Peck		7					
Date May 30, 2006			Reg. No.	56,826			
CERTIFICATE OF TRANSMISSION/MAILING I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:							
Signature Muscado							
Typed or printed name Yvette L. Chrisca	den)			Date	May 30, 2006	

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PORTER

Application No.: 09/517,874

Filed: March 2, 2000

For: **EXCLUSIVE USE DISPLAY SURFACE**

> AREAS AND PERSISTENTLY VISIBLE DISPLAY OF CONTENTS **INCLUDING ADVERTISEMENTS**

MAIL STOP AMENDMENT Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

Examiner: Sax, Steven Paul

Art Group: 2174

Confirmation No. 5325

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450

on this date 05/30/2006

Typed or Printed: Yvette L. Chriscaden

Signature

AMENDMENT AND RESPONSE TO OFFICE ACTION

To The Commissioner for Patents:

INTRODUCTORY COMMENTS

This paper is submitted in response to the Office Action mailed February 27, 2006. The shortened period for response extends to May 27, 2006. Claims 1-29 remain pending in the application. Claims 30-34 have been withdrawn by the Applicant from consideration. Claims 1-29 and 35-36 have been rejected by the Examiner. Consideration of the above-captioned application in view of the comments to follow is respectfully requested.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.